



Social Media Services by Awaaz India Media




**PLAN your WIN - engage ELECTION AWAAZ
Extra Votes - For WINNING Edge**


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Social Media Facts

 310 Million Facebook users in India in 2020

 130 Million Instagram users in India in 2020
The average time spent by Indian netizens on Social Media is around 4 hours.

 70 Million linked users in India in 2020

With over 560 million internet users, India is the second largest online market in the world, ranked only behind China. It was estimated that by 2023, there would be over 650 million internet users the country.

Candidate's website:

- Create and manage candidate's website
- If candidate have one take over the same.
- The website will have following of candidate's area only.
- Candidate's photographs and Videos.
- Content of all the good work done by candidate for candidate's area in the past.
- Regular loading of candidate's current and future work on candidate's website and daily updation of the same.
- Complete directories of candidate's area with list, address, phones nos. of all concerned persons of state and central govt. dept., Police dept. Hotels, hospitals, Schools, colleges/Universities educational, Industries, of candidate's area
- Tracking links for everything like track candidate's railway reservation, pan status, passport status, air tickets, file filing of e returns, sale tax and service tax information and online filing of returns, Excise and customs, Public Grievances cell.
- How to obtain various things like birth certificates, caste certificates, domicile certificates, driving license, death certificate, marriage certificates, voter ID card, adahhar card both application and tracking of the same.
- Down load all kind of forms and data such as agreement to sell, deed for mortgage, general power of attorney, special power of attorney, Arbitration agreement, partition deed, trust deed, indemnity bond, lease deed, gift deed etc.
- List of Medical/engg. Colleges, Research centers, National and local media details, Govt. media, Industry, Map of candidate's area, company wise list. Shopping list which market sells what, RTI etc.
- Who's who of candidate's area giving detail about various prominent personalities of candidate's area.
- Helpline/posting of feedback/questions/suggestion.
- Demographic and geographic data of candidate's area.
- Census data of candidate's area.
- Places of tourism and attraction of candidate's area.
- Use of Wiki for loading and update content and give link on candidate's website.
- All other useful information of candidate's area.
- Candidate's website will be linked to all other accounts such as Facebook, Twitter, Instagram and LinkedIn etc.
- Can provide candidate's email id(optional)



PROPOSED SOCIAL MEDIA MODEL

Proposed Social Media Model

- **Candidate's Social Media Model** shall be focussed on **communicating & engaging** with Citizens on **Development & Progress** under Candidate's governance.
- We need to **continuously monitor** the online space.
- Information to help identify the platforms and 'authors/sites' will be made available through 'Social Media Monitoring' desk.
- **Opposition** is sitting with an **army of social media** personnel who will surely pounce on our content and discussions. So, **our strategy** for content communication **has to be 'Multi-Layered'**.

Proposed Social Media Strategy

- It means that we just don't simply broadcast the content naively.
- We will build positive conversation momentum focussed on the forums.
- Our social publishing team will give responses powered with "Facts" to Opposition's negative attempts.
- Our Social Marketing efforts will help us reach in front of Crores of Citizens.

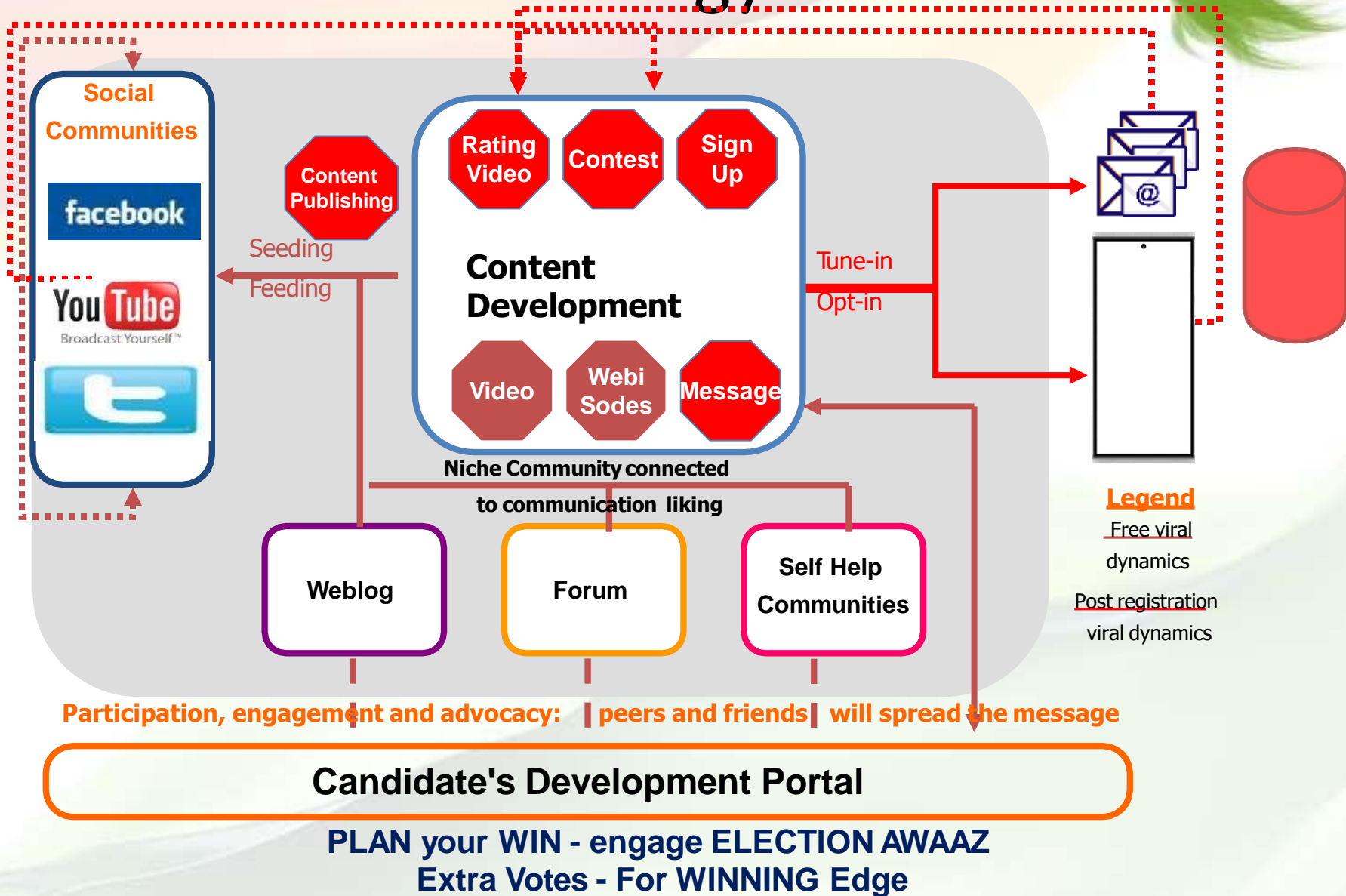
Proposed Social Media Management



4-Pronged Strategy



Proposed Integrated Social Media Strategy



Social Media Monitoring



- We will provide political social media research to help understand **what is being discussed online** about Candidate's and its Opposition. We will find out the **Positive/Negative sentiment** related to Candidate's and its Opposition.
- Our political social media research team help you understand what Citizens say online, what they discuss, most important topics/issues, most used websites, most vocal authors and also the Positive/Negative sentiments.
- Election Awaaz has the combination of technology & business analyst team that keep their ears connected to the Social Media world. Our technical algorithms are authorized to read all the tweeter feeds besides capturing all the online content across millions of websites.
- With flexible queries and world-class technology, we can extract all the online mentions related to the brand or any other topic as desired. This will not only include all online news articles but also social mediums like Twitter and Facebook.

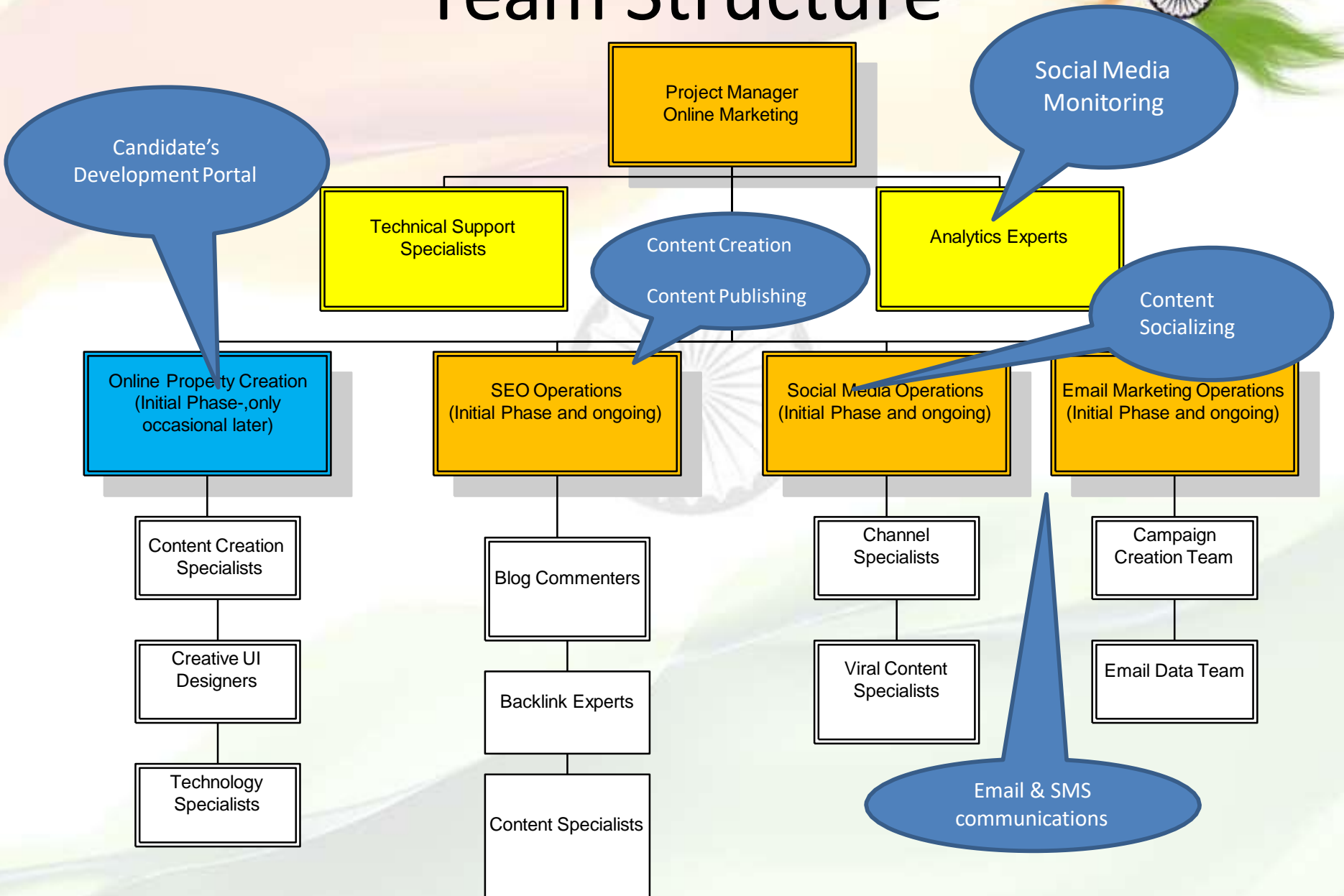
Social Media Anchor – Candidate's Development Portal

- 'Candidate's Development Portal' shall be developed and updated regularly. Development Portal will have few "Development Domain Channels". This will help in 3 ways:
 - It will serve as a structured platform for Communicating good works of Candidate.
 - Strategically sequence content publishing periodically.
 - Maximise impact with strategic inputs from "Social Media Monitoring" team.

Proposed Team

- Awaaz India to keep a team for Social Media Monitoring for the candidate.
- Awaaz India to build Candidate's Development Portal.
- Awaaz India has a social marketing team of 75 people to
 - Modify past content and create new content.
 - Launch Development Posts on FB/Twitter/linkedin.
 - Rewrite content on wiki.
 - Use Google+ and SEO .
 - Launch daily polls.

Team Structure





SOCIAL MEDIA MONITORING

Social Media Monitoring - Relevance

There are various scenarios in which the online insights can be useful.

- Online Brand Image
- PR Risk Mitigation – React proactively to any negative comments or malicious activity by Opposition.
- communication Effectiveness
- Reputation Management
- Trend Analysis
- Citizen Engagement

Social media Monitoring

- Scope (in nutshell)

- Analysis to web and online media
- Develop reports on what the world is thinking and saying about Candidate and his activities.
- Gather constituency level data from cyberspace to gather constituency sentiment.
- This will help Candidate plan Responses and in communication.

Online Monitoring - Process



- Our systems run 24*7 and continuously keep on listening all over the internet and sniff out all the online discussions and related content.
 - The system will sniff 'online intelligence' about what the online population is thinking and saying about you and your opposition across various websites including Twitter, Facebook and all other websites.
 - We have a team of Business Analyst that monitors all the feeds, compiles them and analyse all the information from various perspectives.
 - We will analyze the '**sentiment**' of the discussions as **Neutral/Negative/Positive**.
 - We will provide Alerts whenever there is any abrupt increase in Social Media Activity:
 - Alerts on Increase in Negative Comments
 - Alerts on Increase in discussion about any specific issue of your interest
- This will help the candidate in responding proactively & steering the communication accordingly.

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Social Media Monitoring - Scope



- We will provide political social media research to help in making the communication as effective as possible, helping to understand how social media users and Citizens think, how they make decisions and also the issues, personalities and parties that are important in the debate.
- The research will also outline ways to improve the communication in these areas, helping both parties to achieve a dynamic and robust social media presence.
- The project will be completed in three stages:
 - The preparation of an initial social listening **audit** as a means of understanding how online users discuss the parties within Indian politics in the months prior to the commencement of the project –
 - **On-Candidate's social media monitoring** - 6 months
 - A, comprehensive **follow up study** to understand the impact of the communications and other, organic changes that have occurred – Delivery 6-7 months after the start of the project

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Social Media Audit – Initial

- The initial study will provide benchmarks and KPIs for ease of measurement and understanding on publication of the final report.
- Some of the services offered under this broad arrangement of Social Media Image Enhancement are optional and the relevant service has to be confirmed regarding the availment and cost involved.

Social media Monitoring – Insights

We will deliver weekly reports, outlining top-level quantitative metrics.

The report will provide insight to the analysis areas below.

- Visibility under various Heads over the week
- Visibility of the **candidate** over the week
- Visibility of **issues** over the week
- Most used **sites/social media platforms** during the week
- Most vocal **authors** during the week
- In depth analysis of the candidate (Facebook and Twitter) covering the metrics listed above
- Anything else that arose **unexpectedly** during the week
- How these findings are **changing over time**

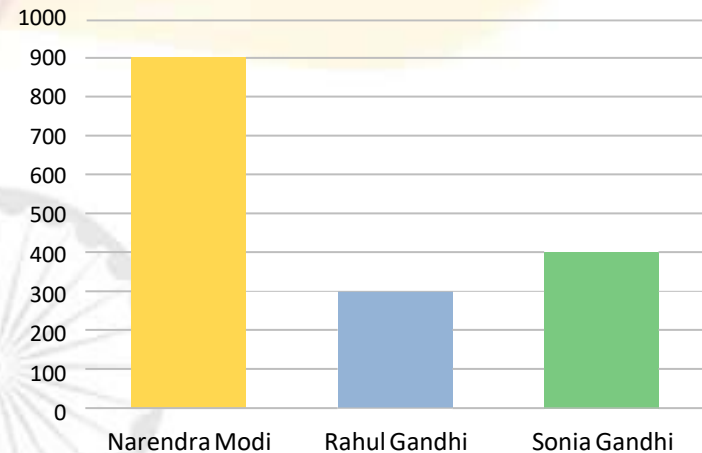
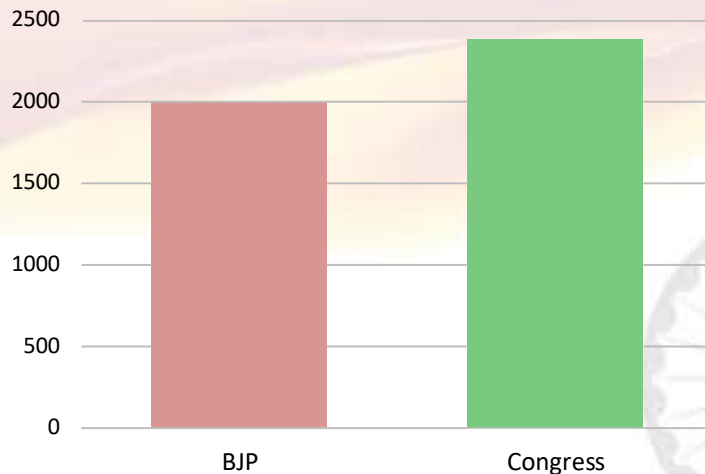
Social Media Monitoring

– List of Weekly Reports

- **Volume of Social Media Conversation**
- **Volume of Online News Articles**
- **Weekly Online Trends**
- **Volume Spread Across Platforms**
- **Hot Discussion Topics**
- **Public Sentiment Analysis**
- **Sentiment Alerts**
- **Positive discussion Topics**
- **Negative discussion Topics**
- **Top Online Discussion Sources**
- **Top Social Media Authors**
- **Facebook Statistics**
- **Twitter Statistics**
- **Full extract of Online Discussions**
- **Alerts**
 - **Abrupt Increase in ‘Negative Sentiment’**
 - **Abrupt increase of mentions around any particular topic/issue**

Volume of online news articles

Period: 14th - 20th July, 2013



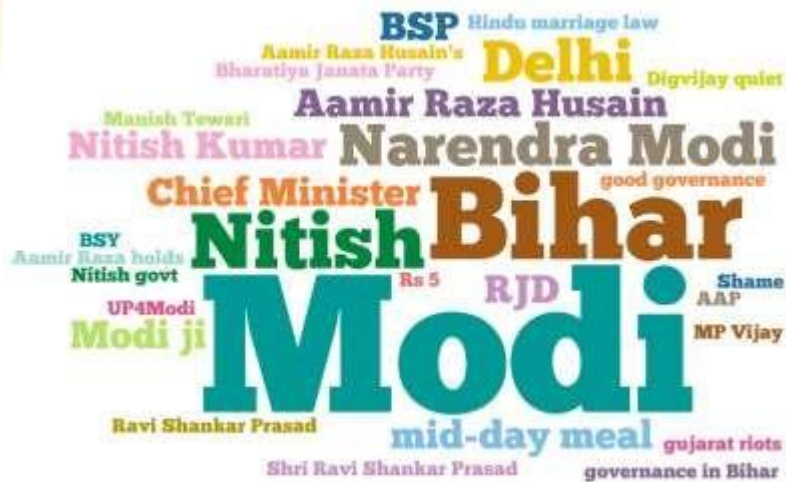
- In addition to being less often discussed by social media users, the Opposition appeared in fewer news articles than Candidate's
- opposition was mentioned in far more news articles than either Rahul Gandhi or Sonia Gandhi during the week due to the chief minister of Gujarat describing himself as a “Hindu Nationalist”.
- Modi was addressed in a large volume of *Businessstandard.com* articles, more than twice as many as any other publication in India.



Sentiment Analysis – State-wise

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Parties' discussion topics



Top Online sources - Opposition

Period: 14th - 20th July, 2013

Social media site	# Mentions this week	Impact Score
<i>twitter.com</i>	19,516	91
<i>abnandhrajyothy.com</i>	24	45
<i>realinfo.tv</i>	20	42
<i>stateofkerala.in</i>	16	42
<i>blog.livemint.com</i>	12	41
<i>funonthenet.in</i>	12	41
<i>qna.rediff.com</i>	8	38
<i>watsup.in</i>	8	36
<i>thehindu.com</i>	4	35
<i>lighthouseinsights.in</i>	4	33

Online news site	# Articles this week	Impact Score
<i>business-standard.com</i>	546	66
<i>thehindu.com</i>	217	60
<i>zeenews.india.com</i>	140	57
<i>news.google.co.in</i>	91	54
<i>news.oneindia.in</i>	77	52
<i>indiatoday.intoday.in</i>	70	52
<i>telegraphindia.com</i>	70	51
<i>newindianexpress.com</i>	112	51
<i>ptinews.com</i>	77	51
<i>punjabnewslines.com</i>	63	49

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Top social media authors - Opposition

Period: 14th - 20th July, 2013

Tweeters	# Mentions this week	Impact Score
<i>gsurya</i>	364	63
<i>dr_rajpurohit</i>	161	56
<i>K_T_L</i>	161	56
<i>ANI_news</i>	126	55
<i>tweetw_ala</i>	140	54
<i>truevirathindu</i>	119	54
<i>DEBKANCHAN</i>	119	54
<i>mediacrooks</i>	91	53
<i>calmgalin</i>	98	53
<i>anilkohli54</i>	84	53

Non-Tweeters	# Articles this week	Impact Score
<i>abn-admin</i>	42	45
<i>Harpal</i>	28	41
<i>Pheroze Vincent</i>	7	35
<i>Prasant Naidu</i>	7	33
<i>yayaavar</i>	7	33
<i>shubhambajpai</i>	7	32
<i>HP Wire</i>	7	31
<i>sheemar</i>	7	31

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Policy areas

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Policies and prominent discussion areas

Policies and prominent discussion areas – Sentiment Analysis

Sentiment of conversation



Positive discussion topics

ndtv
Press Bihar org govt
India's narendramodi
states Uttarakhand
Answer
Join

Negative discussion topics for Candidate's

secularism Antulay **Uttarakhand** cement
narendramodi
NamoinPune digvijaya hide
Muslims kilo Gujarat JasumatiPatel





Actual Online 'Posts'

Extract of all Online 'Posts' - 24*7

Period: 14th - 20th July, 2013

Period: 14 - 20 July, 2013

Mentions & Search	Congress	Last 30 days		Show tag filter	Views	Export	Filters
05		Investsmart - Sapan @sapangoyal	1m	Neutral	2013-07-22	0	
ISBPL: #NEWS Not our line: Congress on Gujarat riots creating terror group: The Congress today said it does no... tinyurl.com/kmg3vqq							
06		rati parker @ratigirl	1m	Neutral	2013-07-22	60	
@sanjay_kaul Congress and Pakistan have the same agenda. Hafiz Bhai Khush Hua? ratiparker.blogspot.ae/2013/07/hafiz-...							
07		Manoj Sharma @man0jsharma	1m	Neutral	2013-07-22	44	
RT @chinmaykrvd: Shakeel Ahmed was tactically encouraged by Congress high Command to speak out. These are actually the thoughts of a senior UPA minister							
08		Mallikarjun @mallik_hyd	1m	Negative	2013-07-22	0	
RT @GandhiToNehru: @ShashiTharoor When Gujarat slips, one Mr Modi takes all the blame; when all of India's GDP slips, does the congress have any shame?							
09		India Today @IndiaToday	1m	Neutral	2013-07-22	60	
Why is the #Congress trying to communalise 2014 polls, asks #BJP's @ArunJaitley in his article after Shakeel Ahmad's Indian Mujahideen remark							
10		Subhasis @CorrupAwesome	2m				
RT @talinderbhega: @AsindKainul S AAP & Congress Bhai Bhai Shame on traitors of Nation Cadder padu...							

- Our Systems will keep on searching for all online discussions and content on a 24*7 model.
- Our systems will analyze the 'sentiment' and categorize it as Neutral/Negative/Positive.
- Our team will manually re-check all the feeds and correct the 'sentiment' of all the online statements.

Social Media Audit - Final

- The report will provide insight to the analysis areas below, whilst also addressing anything else that may arise.
 - How are the **Opposition** and the **Indian National Candidate's** faring online?
 - How effective are the **parties' own channels**?
 - Who are the dominant **personalities/politicians** in the debate?
 - What are the **big policy issues** in the debate?
 - How are these findings **changing** over time?
 - How can this information be used to help to **improve** their **social strategies and communications** in the run up to upcoming elections?
 - **Anything else** to be learned?

Candidate's Development Portal - Scope

- Development and maintenance of 'Candidate's Development Portal'
- Converting existing content into Social Media- Ready content
- New Content creation
 - Sorting Content for various online mediums like Blogs, Facebook, Twitter, and Portals
 - Making Content SEO ready to ensure proper indexing and ranking on Search sites
 - Quality check on all content to ensure there is no offending message to any religion , caste or public in general.

Activity Scope

- Mobile application will be created for people to download and participate.
- Will do Search Engine Optimization of the content to get highest results in Goggle keyword search.
- Daily polls in LinkedIn will be posted.
- Pages of Facebook will be created.
- Will ensure that people get adequate knowledge on candidate's past achievements.



SOCIAL MEDIA CONTENT PUBLISHING

Content Publishing Snapshot

D Daily	Update Facebook Forums	Update online Communities and topics.	Comments on News Stories Post links to Government Sites	RSS Feed	Update Candidate's Portal Back links with new stories
W Weekly	New Blog Posts Post new videos on Youtube	Bulk loading of links Government web sites	4 – 5 major article updates on Candidate's portal with back links	Create and Post new Graphics based on news round up for the week.	
M Monthly	Webinar (Tactical)	Long Article/News Posts	Create news FB communities based on news story developments	Release Statistical content created jointly with Candidate's content cell	
Q Quarterly	Major Content Releases and Revised Content Strategy based on developments in the Quarter gone by and metrics review of the same.				

Social Media - Content Publishing

- Candidate's Website Updation
- Increase Page Ranking
- Blogging
- Facebook, Twitter update
- Maintaining Youtube Channels
- Creating back links to make content popular
- Monitoring Keyword trends to relate to content
- Viral Marketing
- Email & SMS circulation

SOCIAL MEDIA PROMOTION

flow chart

Do you have a new...

MILESTONE?

INCLUDING:
Press release
New product
Upcoming event
Award
New video

ARTICLE?

INCLUDING:
Interesting
industry news
article or
bylined article

BLOG POST?

BLOG

- Brief summary
of content
- Added
commentary/
opinion
Link back to
source
- Length:
~250-500 words

TWEET

- Description
of content
- Use relevant
hashtags
- Link back to
previous step
- Length:
140 characters

**POST
TO FACEBOOK**

- Post content with
commentary as
status update on
company page
- Link back to source
- Length:
A few sentences

**SHARE ON
LINKEDIN**

- Post in relevant groups
with commentary or
post as status update
on personal page
- Post as status update
on corporate page
- Length:
~500 characters

**SHARE WITH
OTHERS**

- Encourage others
within company to
post on their
personal LinkedIn/
Twitter accounts

Share key
Candidate's
Milestones
on relevant
Social
platforms.

Write short
Blogs on
Candidate's
Achievements
that people are
not aware of

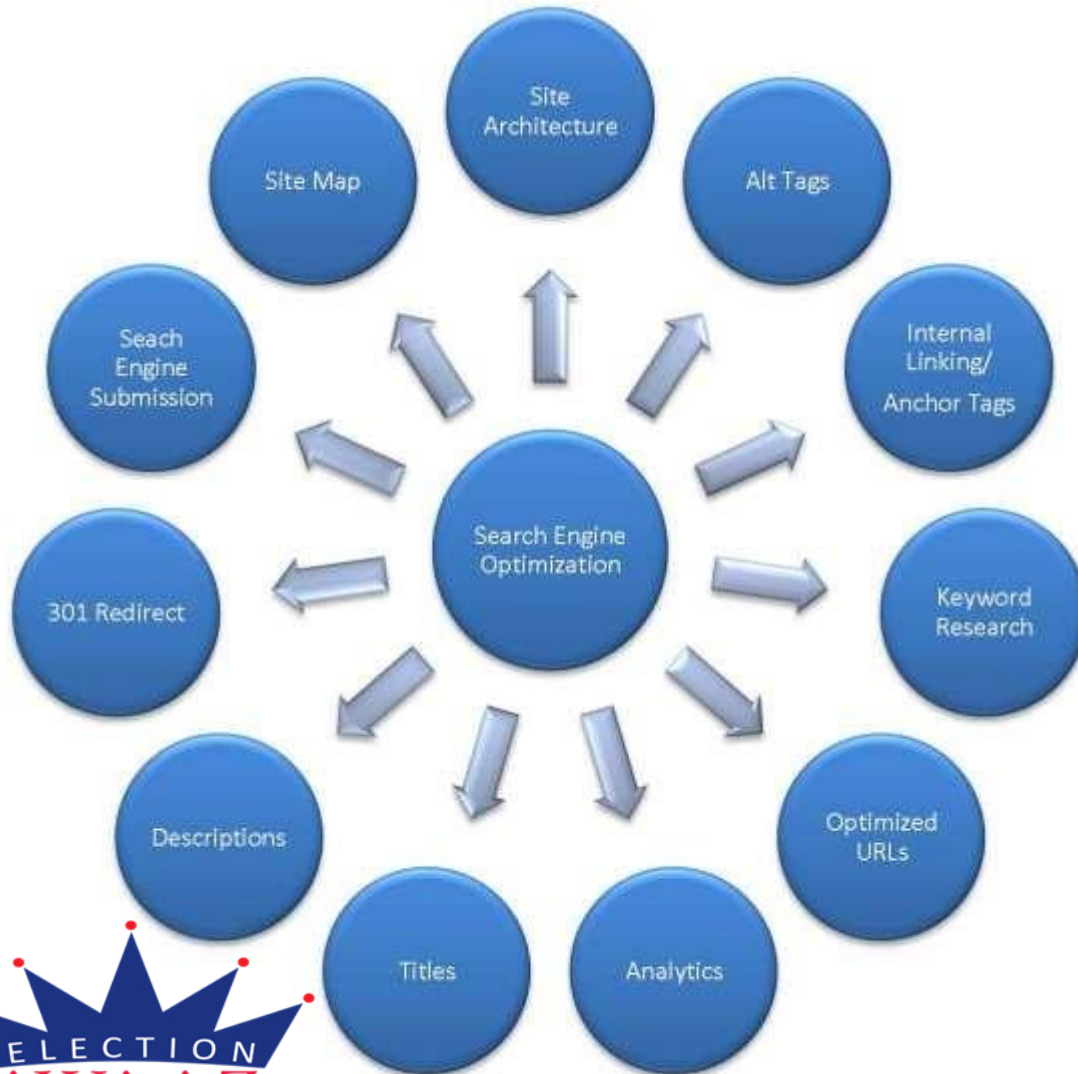
Share Related
Content on
Linked special
interest forums
eg. Changes in
IT Policy

Promote
Tweets linked
to pre selected
#Hashtags

Post Links to
Content in
relevant
pages and
forums on FB

Share
content
among
friends and
friends of
friends

Search Engine Optimization of Content



- Content on the internet has to be published in such a way that it shows up during Google Search
- A team of SEO experts will review the content and ensure that we get higher rankings

Social Media - Socializing



- Socializing/ Engagement with Citizens
 - Feed Back Loop
 - Community Engagement across Facebook, LinkedIn, Twitter, Flickr
 - Drive *Likes* on Facebook and other sites
 - Mobile Apps – Regular content update and interactivity with Citizens

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Measurement Metrics



- We will monitor Social Media publishing workload through various metrics like:
- # of posts per day
- Frequency of Update
- # of comments generated
- # of followers on Twitter
- # of Likes on Facebook

Metrics – Quantitative & Qualitative

	Quantitative	Qualitative
Activity – Things you're initiating	# of posts Update frequency	Comments
Interactivity – Social media based responses from audiences	# Comments # Followers / Fans # Views Amount of user content	Customer Sentiment Learnings Buzz


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SOCIAL MEDIA MARKETING – ADVERT., SMS, EMAIL

Marketing Scope(For Example)



- We will send rounds of email to scores of users in each round.
 - We will send many rounds of SMS scores of people in each round.
 - We will do Ad communication on Facebook, Google & LinkedIn.
 - We will do Ad communication on Major Private Websites
- 

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Online Marketing – Examples.

Social Media Channel	Marketing Metric	Target
Facebook	FB Impressions	XYZ impressions per day.
Facebook	Promote a post	Required topics per day
		XYZ impressions per month.
Google	Cost Per Click	
Youtube	Online Impressions	XYZ Youtube users
		XYZ impressions per month
Linked In	Online Impressions	
Paid promotions - Top 10 websites	Online Impressions	XYZ impressions per month
Paid 50 PR websites	Online Impressions	XYZ impressions per month

Thank You for your Patience & kind Attention....

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